

Kids Commercial TV: Babes in toyland?

In the west, kids' business is big business and the market a choice one. Estimates of their influence on spending range wildly, from \$62 billion to \$132 billion every year.

Dr. Stephen Kline, in "The Empire of Play: Emergent Genres of Product-based Animations," cites the surprising figure of \$132 billion spent by children under 17 in the U.S. alone in 1992 (In Front of the Children: Screen Entertainment and Young Audiences, eds. Cary Bazalgette and David Buckingham, 1995).

The amount spent targeting this market and being earned from it increases annually, and the trend is spreading around the world.

There is nothing new about product spin-offs from popular film and television characters. In North America, since Mickey Mouse and the Lone Ranger took to the screen, kids have worn hats, t-shirts and played with toys that represent their heroes.

Merchandising is a crucial source of funding for producers of children's entertainment there, and, it has been argued, the means to providing better quality films and programmes for young audiences. It was this argument that, in 1982, led the U.S. Federal Communication Commission to de-regulate the TV industry, permitting more commercials per hour during children's programming and eliminating any restrictions on content and merchandising tie-ins. This action has had ramifications not only for American children, but for children everywhere in

the world.

What has happened since then is a proliferation of programmes which are being designed specifically to market already existing toys and games, rather than products being developed from popular TV series and children's beloved characters.

Through the '80s and into the '90s, animated programmes have glutted TV schedules for children, many of them "toy-based." These "30-minute commercials" are among the most popular on the schedule and have proved a most effective marketing tool for the toy companies. One study on the content of these programmes from the University of Georgia, published in the Journalism Quarterly (1991), demonstrates the correlation between these series and toy sales. Among the titles listed as "highly commercial" were G.I. Joe, The Transformers, My Little Pony 'n' Friends, The All New Pound Puppies, Real Ghostbusters, Jem and My Pet Monster. According to retail sales listings in Toy & Hobby World, the top selling toys in 1987 were G.I. Joe, The Transformers, My Little Pony, Pound Puppies, Real Ghostbusters, and Jem.

While sales of character-licensed goods and services in 1989 ranged from just under or around \$1 billion in Japan, Germany, and the U.K., they climbed to \$65 billion in the U.S. ("The Day of the Jackpot," Television Business International, September 1990).

These commercial programmes have been examined and criticized—for their violence, their weak story-lines, and their gender-bias. But beyond this criticism there is a fundamental, and more disturbing question to be asked: Where does this overt commercialism leave the children? Is it, as coined in the title of a seminar the 1995 Banff Television Festival, "abandoning them in the wasteland?"

Is television, what Kline calls the "greatest story-teller" we have, simply being used to develop good consumers rather than good citizens?

CIFEJ Network . . .

G.A. Update

Participants at the general assembly in Poznan will be staying at the **Hotel Merkury**, part of the Orbis chain. It is located at Ul. Roosevelta 20 in the centre of the city. The telephone number is + 48 61 558 000 and the fax is + 48 61 558 455.

A letter with more detailed information about the city, the temperature, and travel to and from the hotel will be sent to all participants later this month.

See you there!

Secret Stories Takes Another Prize

Secret Stories, the 14-minute programme produced by CIFEJ which grew out of the Teen Video Stories in the Philippines was awarded the Jury Prize at the 4th World Video and Multimedia Forum in Cologne in October. The International Catholic Organization for Cinema and Audiovisual (OCIC) is responsible for the Forum. It is the second prize so far for Secret Stories.

UNICEF Awards Goldtooth

Street Kids International (S.K.I.), one of CIFEJ's newest members, has won the UNICEF Meena Prize at the Ottawa International Animation Festival held in October. S.K.I.'s animated film, Goldtooth, was selected from over 1,000 cartoons from around the world produced over the past two years. The video is used to help educate street children about substance abuse, a main co-factor for HIV infection.

CIFEJ info

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CIFEJ info

est aussi disponible en français

PRIZES AND AWARDS

Atlantic Film Festival - ScreenScene Halifax, Canada

GORDON PARSONS CHILDREN'S CHOICE
AWARD FOR BEST FEATURE 12 AND
UNDER
**The Nutty, Nutty Boy (Menino
Maluquinho - O filme)** by Helvécio
Ratton, (Brazil) 1995. *Description in the
Overview '95.*

GORDON PARSONS CHILDREN'S CHOICE
AWARD FOR BEST FEATURE 13 AND OVER
**The Elephant Trainer (Le Maître des
Éléphants)** by Patrick Grandperret
(France/Spain) 1995. *Description in the
Overview '96.*

CHILDREN'S CHOICE AWARD FOR BEST
SHORT PRODUCTION
Wat's Pig by Peter Lord (U.K.) 1996.

HONOURABLE MENTION
Belma by Lars Hesselholdt (Denmark)
1996. *Description in CIFEJ info 54.*

Contact: Johanna Montgomery, fax: + 1
902 422 4006

Carrousel International du Film de Rimouski Rimouski, Canada

CAMÉRIO BEST FEATURE FILM
Belma

CAMÉRIO BEST SHORT FILM
The Story of the Cat and the Moon by
Pedro Serrazina (Portugal)

CAMÉRIO HUMANITAS
More Time by Isaac Mabhikwa
(Zimbabwe) 1993. *Description in CIFEJ
info 54.*

CAMÉRIO GRAND PUBLIC
My Friend Joe by Chris Bould
(Germany/Ireland/United Kingdom)
1995. *Description in the Overview '96.*

Contact: Sylvie Blanchette, fax: + 1 418
724 9504

Cinekid '96 Amsterdam, Netherlands

CINEKID AWARD
Watch Me Fly (Tøsepiger) by Vibeke
Gad (Denmark) 1995. *Description in the
Overview '96.*

SPECIAL JURY PRIZE
Matilda by Danny DeVito (U.S.A.)
1996.

PUBLIC'S PRIZE
Matilda

Contact: Harry Peters, fax: + 31 30 233
4018

1996 Chicago International Children's Film Festival Chicago, U.S.A.

LIV ULLMAN PEACE PRIZE
Make a Wish, Molly by Bruce R.
Schwartz (U.S.A.), 1995. *Description in
the Overview '96.*

ADULT JURY BEST FEATURE FILM
Watch Me Fly (Tøsepiger) by Vibeke
Gad (Denmark) 1995. *Description in the
Overview '96.*

ADULT JURY BEST SHORT FILM
**Wanted: Grandfather (Kan Du Vissla,
Johanna)** by Rumle Hammerich
(Sweden) 1994. *Description in the
Overview '95.*

BEST SHORT ANIMATED FILM
The Orchard by Bob Stenhouse (New
Zealand) 1995. *Description in the
Overview '96.*

CHILDREN'S JURY BEST FEATURE FILM
**Charlie and Louise (Charlie & Louise
- Das doppelte Lottchen)** by Joseph
Vilsmaier (Germany) 1993. *Description
in the Overview '94.*

CHILDREN'S JURY BEST LIVE ACTION
SHORT FILM
Wanted: Grandfather

CHILDREN'S JURY BEST ANIMATED
FEATURE
The Wind in the Willows by Dave
Unwin (U.K.) 1995. *Description in the
Overview '96.*

CHILDREN'S JURY BEST ANIMATED SHORT
FILM
A Close Shave by Nick Park (U.K.)
1995.

Contact: Elizabeth Shepherd, fax: + 1
312 929 5437

12th International Festival of Film and Video for Children and Young Adults of Iran Kerman, Iran

GOLDEN BUTTERFLY FOR BEST SHORT
FILM
**Daughter of the Anemone Mountains
(Dokhtare Kuh-haye Shaqayeq)** by
Farhad Mehranfar (Islamic Republic of
Iran).

GOLDEN BUTTERFLY FOR BEST FILM
Benjamin Dove by Gisli Snaer
Erlingsson (Iceland) 1995.

GOLDEN BUTTERFLY FOR SPECIAL JURY
PRIZE
Sack of Rice (Kiseye Beren) by
Mohammad Ali Talebi (Islamic Republic
of Iran) 1996.

GOLDEN BUTTERFLY FOR BEST VIDEO
Omer by Zehra Gokdeniz (Turkey)
1994.

Contact: A.A. Gholamrezai, fax: + 98 21
26 7082

Golden Chest '96 XXI International Television Drama Festival Plovdiv, Bulgaria

GRAND PRIZE - THE GOLDEN CHEST
Gingi - Truth or Dare (Gingi) by Arie
Ben Zion (Israel) 1996.

SPECIAL PRIZE
Finbar's Class by Roy Heayberd
(Ireland) 1996.

SPECIAL PRIZE
**Rollercoaster: Matti's Tree (Achter-
bahn: Mattis Baum)** by Stefan Julian
Neuschäfer (Germany) 1995.

Contact: Juliana Toncheva, Foreign
Relations, Bulgarian National
Television, fax: + 359 2 87 1871

CANADA**JUST A LITTLE RED DOT...**

Mitra Sen
Sandalwood Productions Inc.,
Mitra Sen
Fax: 1 416 441 6307
1996
35mm / 35 min. / docudrama
7-13 years
World sales: International Tele-
Film Enterprises, Susan
Walklate, fax: 1 905 629 3453

When Parvathi, a new immigrant from Sri Lanka, comes to class wearing a little dot on her forehead, some classmates are curious while others express racist attitudes. A few wise students create an ingenious solution to challenge prejudice and to spread respect for people of all backgrounds.

CZECH REPUBLIC**BELLA AND LITTLE WIZARD
(BELA A MAL Y CARODEJ)**

Pavel Kubant
Czech Television, Katerina
Krejci
Fax: 42 2 6121 1364
1996
Video / 7 x 7 min. / fiction
5-7 years
World sales: Czech Television,
fax: 42 2 6121 1364

A cut-out animation series for young children about the adventures of a small girl whom the Little Wizard takes to a fairy-tale world.

FINLAND**THE THREE AGENTS
(KOLME ASAA)**

Mikko Kunnas
YLE TV2 & SVT1 & NDR &
NRK & RUV, Jussi-Pekka
Koskiranta
Fax: 358 31 345 6111
1996
Video / 26 x 5 min. / fiction
3-7 years
World sales: YLE TV2, Jussi-
Pekka Koskiranta, fax: 358 31
345 6111

Two children and a dog form a superb trio of agents in the business of losing, seeking and finding. These short and simple tales take a tongue-in-cheek look at everyday things spiced with children's imaginations. The trio solves a problem in each episode.

GERMANY**GAME OVER**

Igor Zaritzki
Reflex Film

Production Guide

The following are productions for children, generally shot or reaching the international market this year. The information is in the following order (changes in bold): title(the * indicates a literal, not commercial translation), director, production company, contact person in this company, fax or telephone no., year of shoot, the format, the target audience, the world sales agent and a synopsis. We invite all those interested to send us current information. Submissions are welcome from all countries each month, and all information received will be published if possible.

Fax: 49 30 885 0342
1996
35mm / 82 min. / fiction
World sales: Reflex Film

Ten year-old Ashley and her brother, Joshua, look forward to a vacation with their father, whom they rarely see since their parents' divorce. The cottage they have rented is beside an isolated lake, which hides many mysteries, including a monster named Orky, who eats cookies just as Ashley does.

HONGKONG & CHINA**THE KING OF MASKS
(BIAN LIAN)**

Wu Tian Ming
Shaw Brothers Hongkong Ltd.,
Fax: 852 2719 3928
1996
35mm / 101 min. / fiction
From 8 years
World sales: Shaw Brothers
Hongkong Ltd., Titus Ho,
fax: 852 2719 3928

The King of Masks is a master of the art of changing masks so fast that it seems to be magic. He is elderly and lonely, and his art may only be passed to a male heir but, as his only son died, the King of Masks has no one. Until he finds the bright and endearing child nicknamed Doggie at the market.

**REPUBLIC OF
BOSNIA AND
HERZEGOVINA****STATION - SARAJEVO THE SMALL
(STANICA - SARAJEVO MALO)**

Slavisa Masic
Radio Television of Bosnia and
Herzegovina, Gordana Suvalija
Fax: 387 71 45 5104

1995

Video / 17 min. 30 sec. /
documentary
7-12 years

World sales: Radio Television of
Bosnia & Herzegovina

When Emin was nine months old he and his mother left Sarajevo as refugees. They return three and a half years later, during the war, at the request of Emin's grandfather. The grandfather begins to make toys, including a real electric train, for his grandson and all the children of Sarajevo.

SWEDEN**LUCKY GIRL
(LUCKY PÅ LINJEN)**

Monica Zak, Bo Öhlen
Djungelfilm
1996

Video / 4 x 8-11 min. / fiction
3-10 years

World sales: Sveriges Television,
Ann Nilsson, fax: 46 8 784 6075

Lucky is a happy little girl who lives just metres from the railway tracks that cut through one of the poorest suburbs of Guatemala City. A story of happiness found even in extreme poverty.

**MY MAGICAL AUNT
(MIN MAGISKA MOSLER)**

Birgitta Ohman
Sveriges Television (SVT),
Anne-Cathrine Sundgren
1996

Video / 3 x app. 23 min. / fiction
4-10 years

World sales: Sveriges Television,
Ann Nilsson, fax: 46 8 784 6075

Lina, almost 7, has an aunt named Evelina who can do magic tricks and knows what animals are thinking. Lina

expects a baby brother or sister for her birthday but instead gets a doll. When her parents seem only to care for her baby brother, Lina runs away to her magical aunt's house.

**THE STORY OF BIG PINCHY
(SAGAN OM STORNYP)**

Margareta Andersson
Medix Produktion, Margareta
Andersson
Fax: 46 8 15 5210
1996

Video / 7 min. 31 sec. / fiction
3-6 years

World sales: Sveriges Television,
Ann Nilsson, fax: 46 8 784 6075

Big Pinchy is a lobster who has just shed his baby shell so it's time for him to make his way out to sea and find a hole on the sea bed where he can live. But there are lots of dangers and it appears all the holes are taken. As Pinchy shows, if you keep your spirits up, things will turn out fine.

**THE STORY OF TARZAN
(SAGAN OM TARZAN)**

Margareta Andersson
Medix Produktion, Margareta
Andersson
Fax: 46 8 15 5210
1996

Video / 9 min. 20 sec. / fiction
3-6 years

World sales: Sveriges Television,
Ann Nilsson, fax: 46 8 784 6075

Tarzan in this story is nothing like his namesake who lives in the jungle. This Tarzan is a very proud Persian cat with extremely exclusive habits who is suddenly put to the test when, on a family holiday, his cage is left by the roadside. In the woods, Tarzan is not so successful at learning the ways of the wild.

THE GINGERBREAD HOUSE

Colin Finbow
Children's Film Unit, Brianna
Perkins
Fax: 44 181 785 0351
1996

16mm / 60 min. / drama
From 8 years

World sales: Channel Four
Television, Lucinda Whiteley,
fax: 44 171 306 8360

The 17th feature produced by the CFU which enables 11-18 year old students to learn all aspects of filmmaking. This is the story of Kylie, 10, and her brother, Jack, 6, left by their mother and her boyfriend at their estranged grandfather's house. A mystery unfolds.

Balkan, Mediterranean Co-operation Forges Ahead

Representatives from television stations in the Balkan and Mediterranean countries continue their commitment to create a strong and healthy milieu for children's media in the region. Their second encounter, organized by the European Children's Television Centre (E.C.T.C) took place from August 23-29 in Ouranoupolis, Greece. (See [CIFEJ info 51](#) for the report on the first encounter.)

Delegates from 14 stations agreed unanimously that the E.C.T.C. would establish a Balkan and Mediterranean Television Training Centre and Studio in the Halkidiki region of northern Greece.

The Centre will provide training courses, seminars and workshops in response to the needs of regional broadcasters and producers. It will serve as a networking mechanism, will coordinate co-production projects, act as a catalyst, a production supervisor, and a marketing advisor. The Centre will also provide a workshop environment where original ideas and techniques may be developed and pilots produced, and will also provide a professional working environment where children can learn to make their own programmes.

This project has received support from the local Halkidiki government, with the Greek Ministry of National Economy providing a building.

UNICEF, UNESCO and Eureka Audiovisual have granted support as well. Consultants from organizations such as the BBC, NRK and Children's Television Workshop who were present at the encounter have also expressed willingness to take part and act as coordinators of specific training sessions.

Anna Home, Head of the Children's Department at the BBC and Head of the EBU Children's Working Party, pledged EBU support of this collaboration. The EBU also backs development of the Balkan and Mediterranean Training Centre.

For a start, participating broadcasters are committed to develop and, in principle, produce five co-productions. Representatives from ET1 and ET2, the two national Greek stations, from Bosnian Television, Israeli Television and Romanian Television proposed the projects.

Bridges is a magazine series with an initial plan for 13 episodes of 26 minutes. Every episode will consist of three or four segments, each produced by one of the participating countries. The series will offer young people of the region an opportunity to present and discuss their lifestyles and interests.

Romanian Television proposed Balkan Vision, a one-hour special programme, showcasing national musical hits. It will include a final contest for the children of the Balkan and Mediterranean countries.

One of the Greek national stations, ET2, proposed a documentary series about the history of games. It will consist of between nine and 13 episodes of 26 minutes each. Participating countries will produce programmes on subjects they have chosen.

The only drama series of the five co-

production projects was proposed by Bosnian Television. A Little Man from An Unforgotten Country is about a child who travels around the region. Stations in each country will produce one episode about the adventure the young traveller has in their country. The series will consist of thirteen 26-minute episodes.

Children's News Network is an informational lifestyle programme with children from the various participating countries reporting on cultural, social and entertaining subjects. This is an ongoing series of 26-minute episodes proposed by Israeli Television.

In the case of Bridges, ET1 will cover the costs incurred in exchanging the programmes and the executive producer's fee. Gemini Studios in Egypt will create and provide, free-of-charge, the animation characters. Participating co-producers will cover the costs of production for their own segments.

Mona Gabr, President of Gemini Studios, an Egyptian production company, and director of the Children's Department of Arabic Radio and Television, committed the Arabic Satellite Channel to devote certain hours of its schedule to the co-productions. The Arabic Satellite Channel transmits worldwide.

These initiatives have been developed to meet a specific need—the need for the producers and broadcasters of the region to play a stronger role on the international market. In doing so, they are finding innovative methods of providing children of the region with programmes which actively reflect their worlds and, what's more, with reflections of the worlds of their neighbours.

It is a tremendous challenge, and one that is being met by the broadcasters' willingness to co-operate and to diversify from what has been done in the past.

CIFEJ info

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The CIFEJ Network ...

Moscow Holidays

The Moscow Children's Fund, a new member of CIFEJ, is planning "Moscow Holidays," an international festival of screen art for children. Moscow Holidays will be held for the first time in 1997. The MCF invites participation from CIFEJ members who have films they would like to enter in the competition.

Contact: Yelena Fonareva, Chairwoman of the MCF Council, fax: 7 095 214 3880.

Korea Prepares 2nd International Festival

In preparation of the second Seoul International Film Festival for Children and Youth (SIFFCY) to be held in June-July, 1997, the organizers are holding the 21st Century Children's Screen Camp. The camp is co-organized by the festival organizer, Korea International Film Festival Organizaing Committee (KIFFOC) along with the Korea Motion Picture Promotion Corporation and Korea International Broadcasting Foundation.

The purpose of the event is to select the children's jury for the festival, and to provide the children with an opportunity to learn about film culture and the process of animation. The Camp will be held every Saturday and Sunday from 30 November to 26 December. It is limited to children of 10 to 12 years.

The children's jury will be selected on December 26 at the Sejong Culture Center. Prizes will be awarded to excellent productions from the classes and the animated works produced during the workshop will be screened. A seminar will be held on the same day about the importance of legislation and policies regarding films and TV programmes for children and youth.

Contact: Yoo Joo, Seo, Public Relations, SIFFCY, fax: + 82 344 971 9687, e-mail: kiffoc@ik.co.kr

Calling Producers and Distributors

The Festival of Television for Australian Children is looking for programmes to be broadcast in the next festival. They prefer productions of less than 30 minutes and require Betacam SP (PAL). The next festival takes place from August 25-29, 1997.

Contact: Dina Browne, Director, fax: + 61 7 3368 6410 e-mail: ftac@ozemail.com.au

PRIZES AND AWARDS

Film Festival Ragazzi Bellinzona 1996 Bellinzona, Switzerland

IL CASTELLO D'ORO OFFERED BY THE REGIONE TICINO
La Stanza di Cloe by Rolf de Heer (Australia) 1996.

IL CASTELLO D'ARGENTO OFFER BY THE REGIONE TICINO
Benjamin Dove by Gisli Snaer Erlingsson (Iceland) 1995.

IL CASTELLO DI BRONZO OFFERED BY THE REGIONE TICINO
Belma by Lars Hesselholdt (Denmark) 1996. *Description in CIFEJ info 54.*

INTERNATIONAL ADULT JURY, THE "ASPI" ARTURO AWARD
There Was No War in '72 By David Kreiner (Israel) 1995. *Description in the Overview '96.*

CHILDREN'S JURY OF VEVEY, FIRST PRIZE
Belma by Lars Hesselholdt

Contact: Brenno Martignoni, fax: + 41 91 825 3611

Internationales Kinderfilm Festival, Wien Vienna, Austria

CHILDREN'S JURY 1ST PRIZE
Saint Clara (Clara Hakdosha) by Ori Sivan, Ari Folman (Israel) 1996. *Description in the Overview '96.*

HONOURABLE MENTION

Long Live the Queen (Lang leve de koningin), by Esmé Lammers (Netherlands) 1995. *Description in the Overview '96.*

AUDIENCE PRIZE

Long Live the Queen by Esmé Lammers

Contact: Ralph Wieser, fax: + 43 1 522 9874

Oulu International Children's Film Festival Oulu, Finland

THE STAR BOY AWARD

(Children's Jury - Main Prize)
Loch Ness by John Henderson (United Kingdom) 1996.

CIFEJ JURY PRIZE

Love Live the Queen (Lang Leve De Koningin) by Esmé Lammers (Netherlands) 1994-95. *Description in the Overview '96.*

Members of the CIFEJ Jury were:

Hans Strobel (Germany)

Thom Palmén (Sweden)

Lüsa Helminen (Finland)

Contact: Eszter Vuojala, Fax: + 358 8 881 1290

CIFEJ Holiday Schedule

CIFEJ info will take a short sabbatical over Christmas and reappear in February, 1997. You will receive the next edition at the end of January.

The CIFEJ secretariat will be closed during the 1996 General Assembly, from December 4-12, 1996.

We will also close for the Christmas vacation, from December 20-27 inclusive and on January 1, 1997.

You can leave telephone messages at +1 514 284 9388. The fax is always on: +1 514 284 0168, and you can reach us by e-mail: cifej@odyssee.net.

ISLAMIC REPUBLIC OF IRAN

CHILDREN OF THE HEAVEN (BACHEHAYE ASEMAN)

Majid Majidi
Institute for the Intellectual Development of Children and Young Adults, Mohsen Chiniforooshan
Fax: 98 21 83 6067
1996
35mm / 100 min. / fiction
14-18 years
World sales: Farabi Cinema Foundation, fax: 98 21 645 9567

Ali and his sister, Zohre, encounter a rather simple problem which turns into a complicated issue under exceptionally hard circumstances. Ali and Zohre decide to solve the problem on their own and without informing their parents.

THE DREAMER, REFLECTION (KHIALBAF-EN'EKAS)

Ahmad Arabani
Institute for the Intellectual Development of Children and Young Adults, Mohsen Chiniforooshan
Fax: 98 21 882 1121
1996
35mm / 4 min. / animation
10-14 years
World sales: Farabi Cinema Foundation, fax: 98 21 645 9567

Two episodes from a series that presents, in a satirical way, moral comments on human situations and behaviour.

THE PINNACLE OF THE WORLD (QOLLE-YE DONYA)

Azizollah Hamidnezhad
Institute for the Intellectual Development of Children and Young Adults, Habibollah Kasesaz
Fax: 98 21 882 1121
1996
35mm / 100 min. / fiction
14-18 years
World sales: Farabi Cinema Foundation, fax: 98 21 645 9567

Like many young people who exhibit a passion and enthusiasm to join military operations, Ali and Hamid try everything to get a chance to go to the battle front. Then an accident occurs

ITALY

ALI BABA

Zlata Potancokova Belli
Airone Cinematografica srl,
Zlata Potancokova

Production Guide

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Fax: 39 6 3088 8200
1996
35mm / 80 min. / animation
7-12 years
World sales: Airone Cinematografica srl, fax: 39 6 3088 8200

The traditional tale of Ali Baba and the 40 thieves.

NORWAY

IN TRANSIT

Eva F. Dahr
Norwegian Film Institute, Eva Faerevaag
Fax: 47 2247 4599
1996
35mm / 5 min. / fiction
10-14 years
World sales: Norwegian Film Institute, Toril Simonsen, fax: 47 2247 4597

Two girls meet in an airport while waiting for their fathers who are arriving on different planes. They are blasé travellers and pretty fed-up with being treated as "air cargo." They make a quick decision on the spot. . . .

SUN CHILD (SOLUNGEN)

Guttorm Larsen
TegnefilmCompagniet, Guttorm Larsen
Fax: 47 6690 1276
1996
35mm / 7 min. / animation
7-12 years
World sales: Norwegian Film Institute, Toril Simonsen, fax: 47 2247 4597

Sun Child is a children's film about the first seven days of the world, a variation on Genesis, based on a story by Mari Osmundsen.

THE DIVER (STUPEREN)

Mona J. Hoel
Norwegian Film Institute, Eva Faerevaag
Fax: 47 2247 4599
1996

35mm / 5 min. / fiction
10-14 years
World sales: Norwegian Film Institute, Toril Simonsen, fax: 47 2247 4597

Two young people—a girl and a boy—on a beautiful summer's day at the public swimming pool. A film about a close but 'impossible' relationship.

VANISHING IMAGES (URTIDSBILDER)

Knut W. Jorfald
KWJ Film, Knut W. Jorfald
Fax: 47 6758 1307
1996
35mm / 7 min. / animation
7-12 years
World sales: Norwegian Film Institute, Toril Simonsen, fax: 47 2247 4597

A little boy hears how the 3,000 year-old rock engravings are vanishing due to acid rain. In the boy's imagination, the figures come alive and strange things happen. We are introduced to a vigorous pictorial world brought to life by clay animation.

RUSSIA

EACH DAY IS A HOLIDAY

Nikolai Komov
Rossijsko Teleradio (RTR), Andrey Menshikov
Fax: 7 095 954 0198
1995-96
Video / 13 min. / educational
4-7 years
World sales: Rossijsko Teleradio (RTR), fax: 7 095 954 0198

In this daily programme, the Master of Holidays, an artist named Nikolai Komov, teaches children how to make dolls of paper, cloth and boxes. The dolls become animated and perform gay musical items.

TANZANIA

CHILDREN OF THE MINES (WATOTO WA MIGODINI)

Lydia Benitez-Brown
TAMWA (Tanzania Media Women's Association), Lydia Benitez-Brown
Fax: 255 514 6718
1995

Video / 25 min. / documentary
12-17 years

World sales: TAMWA

Produced with the support of the I.L.O.'s International Programme on the Elimination of Child Labour, the aim of this programme is to document existing conditions at the mines and to discourage youths from flocking to them.

UNITED KINGDOM

THE WILLOWS IN WINTER

Dave Unwin
TV Cartoons Ltd., John Coates
Fax: 44 171 383 4192
1996
35mm / 75 min. / animation
From 4 years
World sales: TV Cartoons Ltd., John Coates, fax: 44 171 383 4192

Based on William Horwood's re-creation of Kenneth Grahame's much-loved world, Wind in the Willows. Introducing Mole's Nephew, it recaptures all the joy and good humour of the original work, as we accompany Toad and his friends on fresh adventures.

WAT'S PIG

Peter Lord
Aardman Animation, Jo Allen
Fax: 44 117 984 8486
1996
35mm / 11 min. / animation
From 10 years

The tale of two brothers, cruelly separated at birth, who live as neighbours without knowing about each other. One is a powerful and wealthy Earl on the hill and the other, Wat, was raised by a friendly pig and scrapes out a humble living in his hovel. Fate brings their lives together when war is threatened.